

Bachelor thesis "Analysis of the website of Nova TV and Prima TV" deals with the websites of the two largest Czech commercial TV, Nova TV and Prima TV. The paper describes the websites www.nova.cz and www.iprima.cz in the flow of time and analyzes their form in April-May 2010. It focuses on its content, from the text and the image, over to video; it is interested in its transparency, level of graphics and interactivity. In addition, it deals with the connection of both websites to the broadcasting and vice versa cooperation of programs and serials with microsites. In addition to the both main sites of the TVs, this paper is devoted to serials *Surgeries In the Rose Garden* and *Miracle of Life*, to the sites of the TV channels Nova Cinema, Nova Sport, MTV and Prima Cool, and video archives of the two televisions. The communication with television audiences through the Internet, particularly through their own communication tools or by the involvement of popular social networks, with Facebook on the first place, is important as well. At the same time, this paper offers a view of where the website of Nova TV and Prima TV could shift in the upcoming months and years.